WHAT IS CLAIMED IS:

1. A computer system comprising:

a server operable to interface with a network, the server comprising a component that is assigned a media access control (MAC) address; and

a target operable to interface with the initiator, the target comprising a worldwide name incorporating the MAC address.

2. The computer system of Claim 1, wherein: the MAC address comprises a forty-eight bit MAC address; and

the world wide name comprises a sixty-four bit world wide name incorporating the forty-eight bit MAC address.

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- 3. The computer system of Claim 1, wherein the target comprises a disk drive.
- 4. The computer system of Claim 1, wherein the 20 target comprises a tape drive.
 - 5. The computer system of Claim 1, further comprising an application module associated with the server, the application module operable to generate the worldwide name.
 - 6. The computer system of Claim 1, further comprising an application module associated with the server, the application module operable to:

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read the MAC address from the component;
 assign a vendor specified identifier to the target;
and

generate the worldwide name by appending the vendor specified identifier to the MAC address.

- 7. The computer system of Claim 1, wherein the MAC address comprises:
 - a company identification field; and
- 10 a first vendor field.
 - 8. The computer system of Claim 1, wherein the worldwide name comprises:

the MAC address, the MAC address comprising:

- a company identification field; and
- a first vendor field;
- a second vendor field; and
- a network address authority field.
- 9. The computer system of Claim 1, further comprising a plurality of targets operable to interface with the network, each target comprising a unique worldwide name incorporating the MAC address.
- 25 10. A computer system comprising:
 - a server operable to interface with a fibre channel network, the server comprising a network interface card (NIC) having a media access control (MAC) address;
 - a storage device interfaced with the server; and

an application module associated with the server application module operable to generate a worldwide name for the storage device, the worldwide name incorporating the MAC address.

- 5 11. The computer system of Claim 10, wherein the MAC address comprises:
 - a company identification field; and
 - a first vendor field.
- 10 12. The computer system of Claim 10, wherein the worldwide name comprises:

the MAC address, the MAC address comprising:

- a company identification field; and
- a first vendor field, the first vendor field
- 15 comprising a first vendor specified identifier;
 - a second vendor field, the second vendor field comprising a second vendor specified identifier; and a network address authority field.
- 20 13. The computer system of Claim 12, further comprising the application module operable to:

read the MAC address of the NIC;

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assign the second vendor specified identifier to the storage device; and

generate the worldwide name for the storage device by appending the vendor specified identifier to the MAC address.

189

- 14. The computer system of Claim 10, further comprising a plurality of storage devices interfaced with the fibre channel network.
- 15. The computer system of Claim 14, further comprising the application module operable to generate a unique worldwide name for each of the plurality of storage devices by incorporating the MAC address with a selected unique identifiers.

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16. A method for generating worldwide names comprising:

reading a media access control (MAC) address for a network interface card (NIC) associated with a server operable to interface with a network;

identifying a target interfaced with the server; assigning a vendor specified identifier to the target; and

appending the vendor specified identifier to the MAC address to create a worldwide name for the target.

17. The method of Claim 16, further comprising: reading a forty-eight bit MAC address from the NIC;; assigning a sixteen bit vendor specified identifier to the target; and

the worldwide name comprises a sixty-four bit world wide name incorporating the sixteen bit vendor specified identifier and the forty-eight bit MAC address.

- 20 18. The method of Claim 16, wherein the network comprises a fibre channel network.
 - 19. The method of Claim 16, wherein identifying the target comprises identifying a storage device.

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20. The method of Claim 19, further comprising: identifying a plurality of targets interfaced with the network;

assigning a unique vendor specified identifier to each of the plurality of targets; and

appending each unique vendor specified identifier to the MAC address to create the worldwide name for each of the plurality of targets.